



WUPW

ORDER

Print Date 05/30/12

Page 1 of 2

Flight Dates 06/06/12-06/12/12

Contract / Revision 770870 /

Original Date / Revision
05/18/12 05/21/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Primary Account Executive
Anjie Brady

Account Executive	Order%	Start Date	End Date
Anjie Brady	100%		

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office P-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 582

Alt Order # 6816900

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
ETOL	%	
TTWB	%	
WGTE	%	
WLMB	%	
WNWO	%	
WTOL	%	
WTVG	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	7	\$633.25	\$745.00	0.00	05/28/12	06/12/12	7	\$633.25	\$745.00
Totals	7	\$633.25	\$745.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WUPW	06/07/12	06/07/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	---1---	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/04/12	06/10/12	---1---		1			\$50.00			0.00			
E 2	WUPW	06/11/12	06/11/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	1-----	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/11/12	06/17/12	1-----		1			\$50.00			0.00			
E 3	WUPW	06/06/12	06/06/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	--1----	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/04/12	06/10/12	--1----		1			\$175.00			0.00			
E 4	WUPW	06/07/12	06/07/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	---1---	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/04/12	06/10/12	---1---		1			\$175.00			0.00			



WUPW

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Page 2 of 2

Contract / Revision 770870 Flight Dates 06/06/12-06/12/12

Hiatus Dates

Original Date / Revision 05/18/12/ 05/21/12

Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS

Estimate # 582

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	WUPW	06/12/12	06/12/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	-1-----	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	-1-----					1	\$175.00		0.00			
E 6	WUPW	06/07/12	06/07/12	Seinfeld - A 11-1130p M-F Seinfeld	Comm	M-F 11-1130p	---1---	:30	1	\$60.00	P 6	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	---1---					1	\$60.00		0.00			
E 7	WUPW	06/11/12	06/11/12	Seinfeld - A 11-1130p M-F Seinfeld	Comm	M-F 11-1130p	1-----	:30	1	\$60.00	P 6	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	1-----					1	\$60.00		0.00			
													Totals	7	\$745.00